EVA LAROU RESEARCH RESULTS

1993 Q SCORES (1995 #s available Feb.)

- Leading measure of popularity and recognition.
- Unbiased ration of favorability over familiarity.

All Performers	17
Female Daytime	22
Eva	22

1988

Bill Cosby	57
Bruce Jenner	6

1986

Kate Jackson	25
Larry Hagman	25
Mary Tyler Moore	22
Victoria Princepal	22
Mr. T	21
Phil Donahue	20
Howard Cosell	10

TELEPHONE SURVEY

Watch Soap Operas

- 70% of 21-24 year olds watched soap operas.
- 71% of 25-29 year olds watched soap operas.
- 51% of 30-34 year olds watched soap operas.

Eva

- Rates higher relative to comparable soap opera and music personalities in the total pool of 21-34 year olds in aided, unaided, and total awareness.

	%Unaided	%Aided	%Total
Eva LaRou	15	16	32
Kassie Wesley	5	15	19
Terri Clark	15	12	27
Christine Elise	3	53	59
Leanza Cornet	7	24	31
Diedre Hall	77	6	83
Helen Hunt	49	30	79
Ricki Lake	99	0	99

- Of those who knew Eva, 48% said she was from "All My Children"

* Kowal going back to analyze information based on those who watch soap operas.

MISC.

- Nominated for Best Supporting Actress. Results will be televised February 14, on the 1995 Soap Opera Awards.
- Soap Opera Digest declared Eva's character's story line as the "Best of the Year".
- Has played Annette Funacello in a made for TV movie.
- Will play Selena in the made for TV movie "Selena".

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Source: https://www.industrydocuments.ucsf.edu/docs/stkn0004